Bill Ogden, pro at North Shore CC, Glenview, Ill., is attracting Christmas shoppers with this “Gift Bar” display. Bow used on gift box can be purchased in case pro hesitates in trying to tie anything as difficult as this.

LEN KENNETT
P.G.A. GOLF PROFESSIONAL

CLUB SPECIFICATIONS

<table>
<thead>
<tr>
<th>Length</th>
<th>Weight</th>
<th>Shaft Flex</th>
<th>Grip</th>
<th>Price</th>
</tr>
</thead>
</table>

**MISFIT**

His golf clubs are too heavy,
He screams, “My aching back!”
He was sure he bought himself a “deal,”
But now moans, “Poor sacroiliac.”

Golf clubs bought at a price are no bargain if they don’t fit you and your swing.
Don’t gamble, Golfers; do business with the one man in the world qualified to fit you correctly in golf equipment.

Your PGA Professional

This Pendleton, Calif., pro promotes sales by attaching the price tag shown above to each club that he displays.

NAME ........................................ CITY ........................................

RESIDENCE ........................................ RES. ........................................

BUS. PHONE ........................................ HERS ........................................

Shoe Size ................................. Dress Shoe Size .................................
Width ........................................ Width ........................................
Sport Shirt (S, M, L, XL) ............. Golf Shoe Size .................................
Dress Shirt .................................. Width ........................................
Sleeves ...................................... Sweater ......................................
Waistline .................................... Skirt ......................................
Hose ......................................... Shorts ......................................
Jacket ........................................ Hose ......................................
Hat ........................................... Gloves (S, M, L) ...........................

Remarks: ........................................

Al Robbins of Chicago, golfing’s salesman-at-large, has devised the above query card for pros which can be sent to players and members in order to determine what are the most popular sizes in these items. With this information, the pro can standardize his inventory, avoid ordering costly odd-size merchandise. Robbins suggests using a double government postcard to obtain this information and reminds the pros not to overlook the ladies.